



building sharper brands

5 TESTS TO JUDGE CREATIVE WORK

GUIDE | CREATIVE

INCISIVE GUIDES

Welcome to our series of real-world guides for B2B marketing professionals.

At CMDi we help clients think, communicate, and act incisively. Because today, only incisive communications work.

These practical tools and techniques have been proven through years of front-line use. They have been designed to create powerful and persuasive communications that will build valuable differentiation into your brand.

If you have any comments or suggestions, or would like more advice,

01483 230393



Helping you
improve cut through
and response.

ONLY INCISIVE COMMUNICATIONS CUT THROUGH AND DRIVE RESPONSE.

CMDi builds brands on this simple truth:

The world is now so overcrowded with messages that only incisive communications get through.

Insightful and sharply focused, they are understood faster and remembered for longer. Clearly differentiated and ingeniously simple, they drive response.

Communicating incisively is how a brand achieves relevant differentiation, the key to market share and profitability.



FOCUSED

addresses a relevant need



DIFFERENT

achieves valuable differentiation



STICKY

stays in people's minds



MOTIVATING

prompts clear action

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EVALUATING CREATIVE WORK

Looks good,
but **will it work?**

Evaluating new creative work at first sight might seem daunting, especially when comparing alternative answers to a single brief. It has always been common to regard judging creative as a matter of subjective opinion.

In today's cluttered, overcrowded communications environment, it is more important than ever to **insist that creative cuts through**. This demands a more scientific approach to judging what will work – and **what simply won't cut it**.



Is it clear?

Your creative should focus on a single customer need and offer a **credible solution**. A customer seeing it for the first time must accept the relevance to their situation, **instantly and without question**.



Were you surprised? It needs to be **distinctly unlike anything else** in the market. If there is nothing obviously different about your creative, **the customer can easily confuse you** with your competitors.



Is it **memorable**? Your customer may not be able to respond immediately when seeing your creative. **It has to stick in the mind**, ahead of competitor creative, for when the customer is ready to take action.



Is it **compelling**? Your creative must be so motivating that a customer **feels the need to respond** as soon as possible. It should also show exactly how to respond, **which needs to be simple** for the customer to do.



And finally – **you get it, but will they?**
You viewed it knowing what should be coming. So, if you struggled to get it, a **relatively uninformed customer has no chance.**



THERE IS NO SUCH THING AS 'ALMOST' INCISIVE

Each of these five questions requires a **simple yes / no answer.**

Unless a positive answer can be given honestly to all five, then the creative **must be revisited.**

Subjective opinion only becomes a secondary, 'tie-breaking' factor if two or more alternatives can pass all five tests.

INCISIVENESS TEST

Creative
evaluation

incisive communications for the built environment
5 tests to judge creative work



FOCUSED

1. Addresses a relevant need valued by customers

DIFFERENT

2. Is distinctive from other brands in its category



STICKY

3. How well will it stick in the audience's mind?

MOTIVATING

4. Prompts clear action



INSTANT INCISIVE IMPACT

5. Did you get it straight away?



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SHARPER COMMUNICATIONS
FOR THE EDGE YOUR
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